

## Terrestrial Radio *IS* Local Radio

Every aspect of our world has changed with the increased technology in communications. Even in the most remote areas, wireless communications is common – internet, cell phones – all have exploded in the past 20 years. In a world that moves at the speed of light, terrestrial radio has had to create a place in order to survive, **and our success depends entirely on the public we serve.**

The "Wabash Valley", or the border area that encompasses east central Illinois and west central Indiana, are served by Midwest Communications. These are communities that are within a 100 mile radius who share roads based on old wagon routes created by the commerce in this rural area. The roads are much better now, and communications are enhanced by the use of wireless communications. Our stations, WMGI FM, WINH FM, WWSY FM and WPRS AM are the common thread that keeps our very diverse communities in touch with one another, and have helped the economic and civic development of these towns and villages by providing them with access to our airwaves. **These stations willingly and enthusiastically embrace the very essence of these communities, and through our participation in charitable and civic activities, and have been deeply involved in the economic success of our hometowns.**

WMGI, WWSY WINH FM, WPRS AM: With our powerful signals, our stations provide daily information specific to the area we serve. The Terre Haute Indiana-Paris Illinois area is largely an agricultural community; local weather conditions are followed closely, and market reports are aired hourly to keep the public informed of how the economic foundation of our area is progressing. Community events such as county fairs and festivals, are covered in-depth. Community Blood Drives, Susan G. Komen, The March of Dimes and the local Shriner festival are all underwritten by our stations in support of the communities we serve. It is because of the strength of consolidation that detailed attention is given to the local interests of our communities. Our combined resources make it possible to provide all of our smaller towns and cities with access to communications that would not otherwise be available. Since our financial success is predicated on our personal involvement with our listening public, we take care of what our communities are passionate about. It's good business.

Through consolidation, Midwest Communications provides news, weather and entertainment that appeal to a large audience across east central Illinois, and west central Indiana. These communities rely on each other for support through both economic and civic/charitable support. Neither community would have the powerful support of the combined strength of these stations if we are made to operate independently of one another. The cost of replicating staff and equipment alone would be cost prohibitive, and the small communities along the Indiana/Illinois border cannot

support the expense of a free-standing radio station. By forcing companies to fragment their resources, the FCC is creating the very problem it has hoped to avoid. We must be allowed to operate without the restraints of regulatory rules and regulations. Competition makes it absolutely necessary for our stations to compete for the hearts and minds of our communities, and as long as we are allowed to do so freely and independently, we are in a position to provide our communities with services at a level that would not be available to them.

Sincerely,

Becky Dole, Market Manager (and local Paris, Illinois resident)

Midwest Communications

WMGI FM, WINH FM, WWSY FM, WPRS AM

Terre Haute, Indiana